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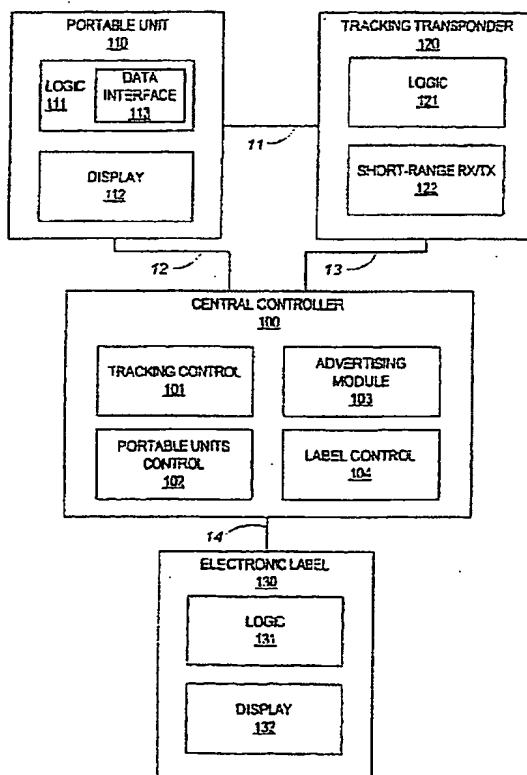
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(54) Title: SYSTEM AND METHOD FOR TARGETED MESSAGING



(57) Abstract: A system and method of transmitting targeted information to a visitor including activating an electronic label (130) associated with an item to produce attention-catching indicia (132) when the visitor is in proximity to the item, and displaying advertising information (103) related to the item on a display of a portable unit (110) associated with the visitor

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